NEWS RELEASE

Grant of Options / PDMR Notification

2026-08-04

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Naked Wines PLC

04 August 2026

4 August 2026

Naked Wines Plc
(the "Company")

Grant of Options / PDMR Notification

The Board of Naked Wines announces that on 4 August 2026 the Board granted a total of 2,686,996 new share options (the "**Options**") over Ordinary shares of 7.5 pence each in the Company under the 2023 Naked Wines Long-Term Incentive Plan (the "**Plan**"). 595,139 of the Options are nil-cost options ("**Nil-Cost Options**") and the balance of 2,091,857 are exercisable at £0.742 each ("**Market Value Options**").

Following this grant of Options, Naked Wines has 8,448,209 unvested shares in issue, of which 4,428,309 are options and 4,019,900 are restricted stock units, representing approximately 11.8 per cent of the Company's issued share capital.

111,186 Nil-Cost Options and 1,000,673 Market Value Options were granted to Rodrigo Maza, Chief Executive Officer and 84,232 Nil-Cost Options and 758,086 Market Value Options were granted to Dominic Neary, Chief Financial Officer.

All of the Options shall vest on 31 March 2029 if certain performance criteria related to growth in Adjusted EBITDA, Free Cashflow, and Return on Equity and Cash are met. The Options are exercisable until 31 March 2032.

Vesting outcomes will be determined by the Board following the end of the performance period, based on audited results and in accordance with the Plan rules. Options have been granted for strategic alignment and to incentivise retention.

For further information, please contact:

Naked Wines plc **IR@nakedwines.com**
Rodrigo Maza, Chief Executive Officer
Dominic Neary, Chief Financial Officer
Catherine Miles, Investor Relations

Panmure Liberum (Nomad and Broker) Tel: 0203 100 2222
Ed Thomas / John More / Dru Danford

Vigo Consulting (Financial PR) Tel: 0207 390 0230
Guy Scarborough / Damian Reece

Naked Wines is not just an online wine retailer; we help wine drinkers experience better wine, made by independent winemakers, without compromise.

Founded in 2008, we set out to change how wine is bought and sold - funding world-class independent winemakers directly so they can focus entirely on their craft, and connecting them with the customers who value it. Most of those customers we call out 'Angels', and we've been delivering outstanding wines to them for over 18 years.

Our model is simple but distinctive. Naked Wines funds independent winemakers' production costs upfront, freeing them from the financial burden of traditional production to take creative risks and make exceptional wine. Because we back them directly, our Angels gain access to proprietary, award-winning wines they can't buy anywhere else - at fair prices that reflect the value of cutting out the traditional supply chain. It's a virtuous cycle: the more Angels back winemakers, the more great wine there is to enjoy, and the stronger the community becomes.

This is what sets Naked apart. We aren't built to compete at the cheapest, most discount-driven end of the market. We win with customers who value craft, provenance and proximity to the people who make their wine - a community they actively choose to belong to, rather than simply transact with.

For our Angels in the UK, US and Australia, that means:

- Better wine, made by independent winemakers
- Over 2,500 exclusive wines they can't get elsewhere, from c.280 winemakers across 20 countries
- A direct connection to the makers - the craft, provenance and stories behind every bottle
- Personalised recommendations that take the guesswork out of buying wine

For more information visit **nakedwinesplc.co.uk** and **nakedwines.co.uk** or find us **@nakedwines**

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1.	Details of PDMR / person closely associated with them ('PCA')	
a)	Name	Rodrigo Maza
2.	Reason for the Notification	
a)	Position / status	Chief Executive Officer
b)	Initial notification /amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Naked Wines plc
b)	LEI	213800IYPFIRRQQE9R62
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii)	

	each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 7.5p	
	Identification code	GB00B021F836	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Exercise price of £0.00	111,186
		Exercise price of £0.742	1,000,673
d)	Aggregated information: Aggregated volume Price	 1,111,859 £0.00	
e)	Date of the transaction	4 August 2026	
f)	Place of the transaction	Outside of a trading venue	

1.	Details of PDMR / person closely associated with them ('PCA')		
a)	Name	Dominic Neary	
2.	Reason for the Notification		
a)	Position / status	Chief Financial Officer	
b)	Initial notification /amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Naked Wines plc	
b)	LEI	213800IYPFIRRQQE9R62	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 7.5p	
	Identification code	GB00B021F836	
b)	Nature of the transaction	Grant of options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Exercise price of £0.00	84,232
		Exercise price of £0.742	758,086
d)	Aggregated information: Aggregated volume Price	 842,318 £0.00	
e)	Date of the transaction	4 August 2026	
f)	Place of the transaction	Outside of a trading venue	

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